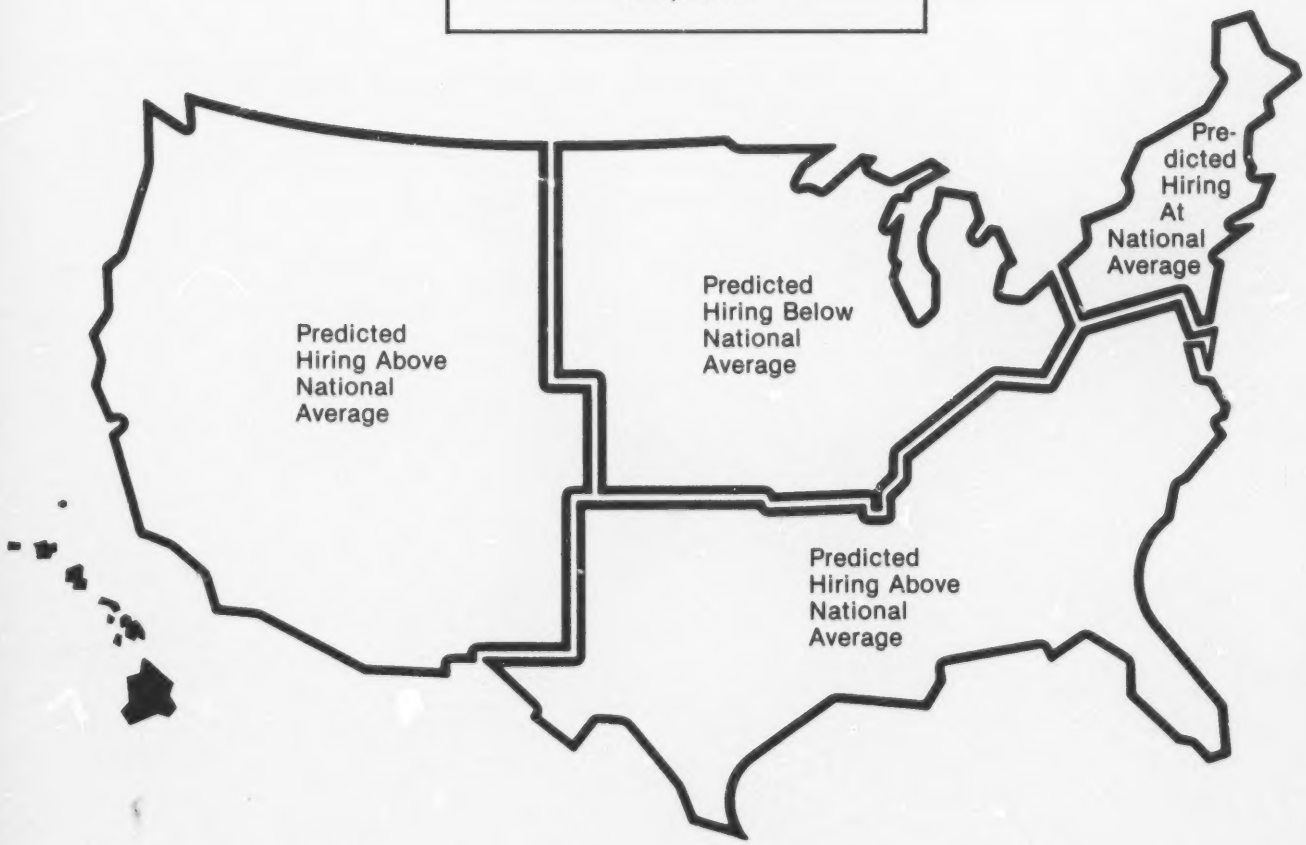
12/30/83
B5275-1

Manpower, Inc. Employment Outlook Survey

First Quarter
January, February, March
1984

Despite an expected post-holiday seasonal decline in hiring plans, a continued increase in workforce is expected.


Predicted Hiring Above National Average
Predicted Hiring Below National Average
Predicted Hiring At National Average
Predicted Hiring Above National Average

EMPLOYMENT OUTLOOK SURVEY: First Quarter 1984
Manpower, Inc.

SUMMARY OF RESULTS

The following table shows the percentage of nearly 11,000 employers in 346 U.S. cities who plan to increase, decrease, or make no change in the size of their present workforce during the first quarter of 1984 (January, February, March), with comparisons for the first quarter of 1983 and fourth quarter of 1983.

	% Planning Increase			% Planning Decrease		
	1st Qtr. '84	1st Qtr. '83	4th Qtr. '83	1st Qtr. '84	1st Qtr. '83	4th Qtr. '83
National	22	14	26	12	15	9
South	25	16	29	9	13	8
Midwest	19	11	26	14	19	10
West	23	14	25	12	16	9
Northeast	21	12	25	11	15	9

Overall — Despite an expected post-holiday seasonal decline in hiring plans, U.S. business firms say they will continue to rebuild workforce levels during first quarter of 1984. Hiring is expected to be the highest for a first quarter in the past five years.

South — Employers continue to post strong hiring intentions with survey figures the best reported for all first quarters since 1978. Both the durable goods manufacturing and services sectors are particularly strong.

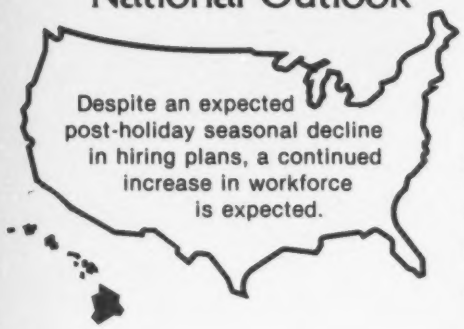
West — Hiring is expected to be better than for all first quarters since 1979 when a similar number planned to increase staff. Hiring by manufacturers of durable goods and by public administrators is expected to be very strong.

Northeast — The job outlook for the first quarter of 1984 is the best reported for any like quarter since 1978. Manufacturers of durable goods and the finance/insurance/real estate sector are particularly optimistic.

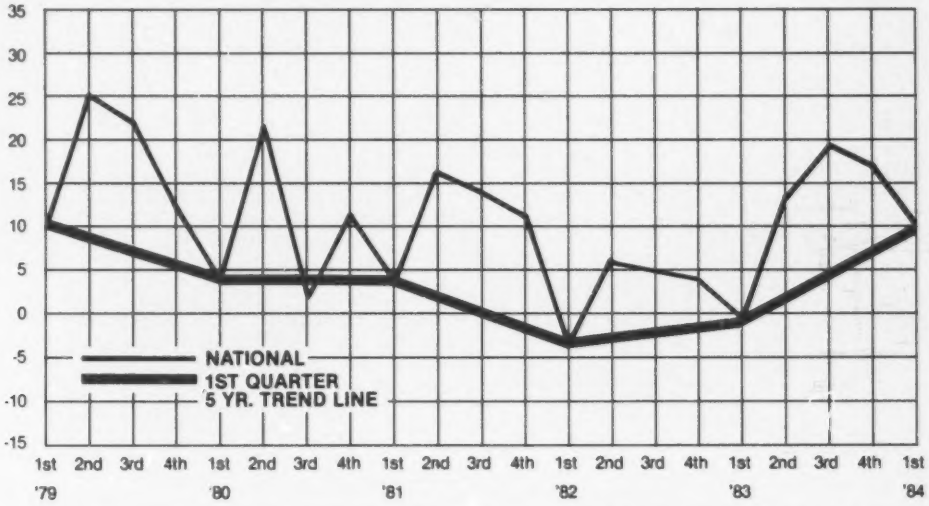
Midwest — The highest number of hiring intentions for a first quarter in the past five years is planned. Manufacturers of durable goods report the best figures recorded for a first quarter in the eight-year history of the survey.

85275-1

National Outlook



MEASURE OF HIRING EXPECTATIONS*



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

*The Measure of Hiring Expectations is the difference between the percentage of employers predicting staff increases and those planning to decrease hiring activity.

Despite an expected post-holiday seasonal decline in hiring plans, U.S. employers expect to continue to rebuild workforce levels during the first quarter of 1984.

More than 10,900 employers were polled in 346 U.S. cities, and current survey figures are the highest first quarter hiring intentions recorded in the past five years. In addition, the number of firms expecting to reduce their workforce in the first quarter is the lowest first quarter figure ever recorded in the survey's eight year history. In all sectors except services, the seasonal workforce reduction that occurs during the first quarter will be smaller than during the past several years as firms continue to rebuild employment levels from recession lows.

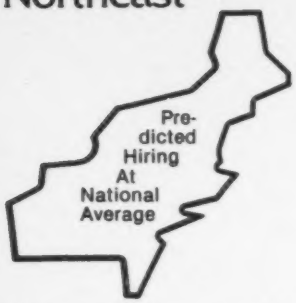
Current survey results confirm a continuation of the strong hiring trend established in the second half of 1983. The lower than average number of firms planning January staff cutbacks results especially from a dramatic change in the employment plans of both durable and non-durable goods manufacturing concerns.

Rising employment levels are also indicated in the services, finance, and education sectors.

On a geographic basis, general hiring activity plans in all regions are well above last year. Southern and Western hiring activity is expected to be ahead of that in the Northeast and Midwest, however.

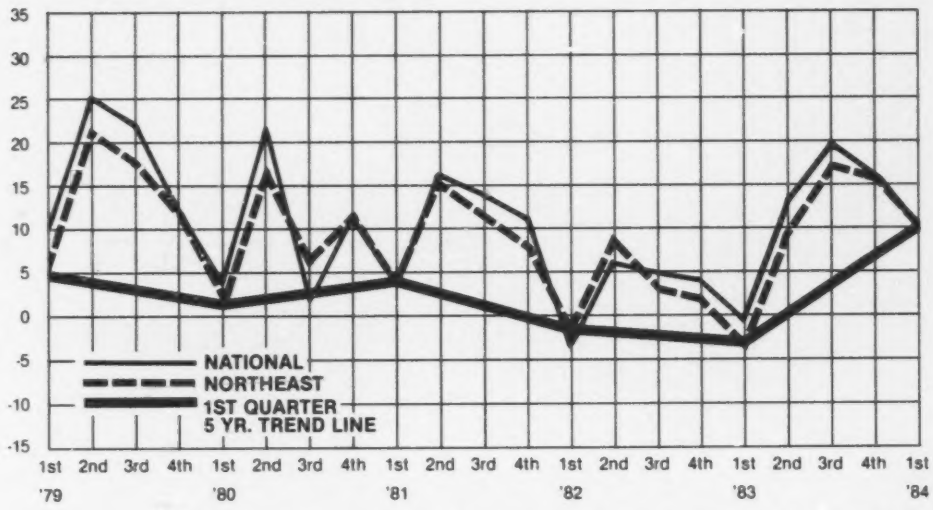
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	24	67	6	3
Construction	22	57	19	2
Manufacturing—Durable Goods	30	58	9	3
Manufacturing—Non-durable Goods	22	68	8	2
Transportation & Public Utilities	19	67	10	4
Wholesale & Retail Trade	19	60	19	2
Finance, Insurance & Real Estate	22	69	7	2
Education—Public & Private	12	82	5	1
Services	21	67	9	3
Public Administration	20	66	11	3
All Industries	22	64	12	2

Northeast



Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Hiring activity in the Northeast during the first quarter of 1984 is expected to be greatly improved over that of one year ago. Last year at this time, slightly more firms expected staff cutbacks while this year, nearly twice as many plan to hire additional workers than reduce staff. In fact, current survey figures are the best recorded for a first quarter in the past six years.

Regional hiring is expected to be similar to that anticipated nationally, and the greatest improvement is indicated in key employment sectors. Manufacturers of both durable and non-durable goods post results which are better than like quarters for several years with the manufacturing of durable goods especially strong.

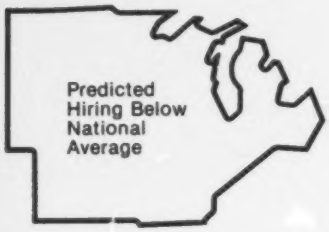
Hiring activity by the finance/insurance/real estate sector is also strong with current survey results the best recorded for a first quarter in six years. Seasonal cutbacks in the wholesale/retail trade sector are not expected to be as severe as in the past six years and hiring in the services sector is also improved.

Other sectors anticipating more hiring activity than last year at this time are construction, education, public administration, and transportation and public utilities.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	26	53	18	3
Manufacturing—Durable Goods	28	61	7	4
Manufacturing—Non-durable Goods	20	67	10	3
Transportation & Public Utilities	14	66	11	9
Wholesale & Retail Trade	18	60	17	5
Finance, Insurance & Real Estate	25	65	5	5
Education—Public & Private	15	81	1	3
Services	21	63	10	6
Public Administration	20	70	8	2
All Industries	21	64	11	4

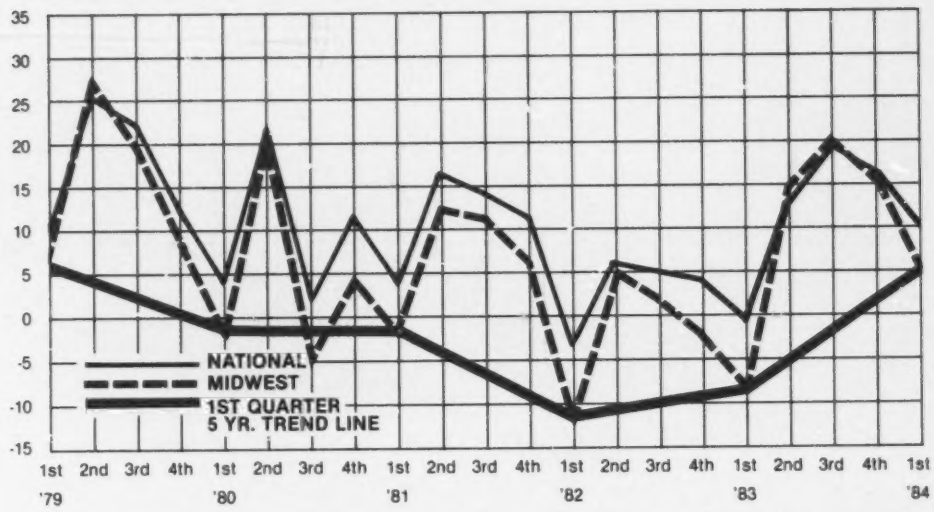
* The size of the mining industry's responding sample does not permit a hiring trend forecast.

Midwest



Illinois	Missouri
Indiana	Nebraska
Iowa	North Dakota
Kansas	Ohio
Michigan	South Dakota
Minnesota	Wisconsin

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

While hiring activity in the Midwest is expected to lag behind that anticipated nationally, current survey figures are the best reported for any like quarter in the past five years.

Great improvement in job prospects is particularly noted by manufacturers of both durable and non-durable goods. First quarter figures for the former sector are the best recorded for all like quarters in the eight-year history of the survey.

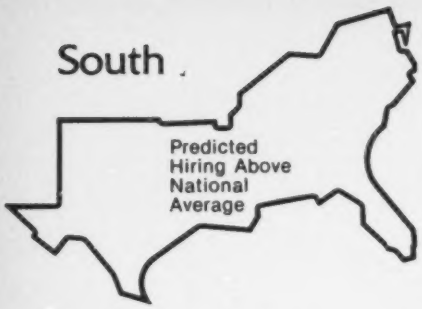
Seasonal cutbacks are expected by wholesale/retail merchants, but they will be far less severe than for all other first quarters of the survey. Construction employers too expect workforce reductions, but they will be fewer than in previous years.

The service sector reports improved hiring activity with first quarter results the best recorded in four years for like quarters. Other employment sectors anticipating more hiring prospects than in previous years are finance/insurance/real estate, education, and transportation and public utilities.

Another sector expecting more workforce reductions than additions in the next three months is public administration. Hiring activity for that sector, however, is better than that recorded for previous first quarters in the past three years.

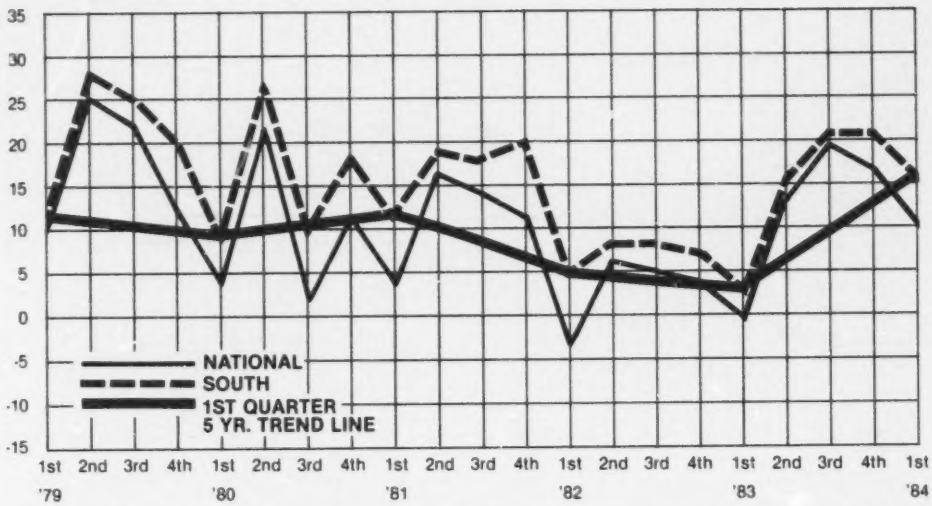
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	14	55	30	1
Manufacturing—Durable Goods	32	56	10	2
Manufacturing—Non-durable Goods	22	66	11	1
Transportation & Public Utilities	13	74	11	2
Wholesale & Retail Trade	15	61	23	1
Finance, Insurance & Real Estate	21	70	9	0
Education—Public & Private	11	84	4	1
Services	17	74	8	1
Public Administration	10	69	17	4
All Industries	19	65	14	2

*The size of the mining industry's responding sample does not permit a hiring trend forecast.



Alabama
Arkansas
Delaware
District of Columbia
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia
West Virginia

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Hiring activity by Southern employers during the first quarter of 1984 is expected to continue to be ahead of all other regions. Current survey results are the best recorded for a first quarter in the past six years with improved hiring in key employment sectors.

Hiring strength by manufacturers of both durable and non-durable goods is particularly improved with the former sector posting the best survey figures since second quarter 1980.

While a few seasonal cutbacks are anticipated by wholesale/retail merchants, they will be less severe than for any first quarter since 1981. The construction sector is also improved, where hiring intentions are the best reported for a first quarter in the past six years.

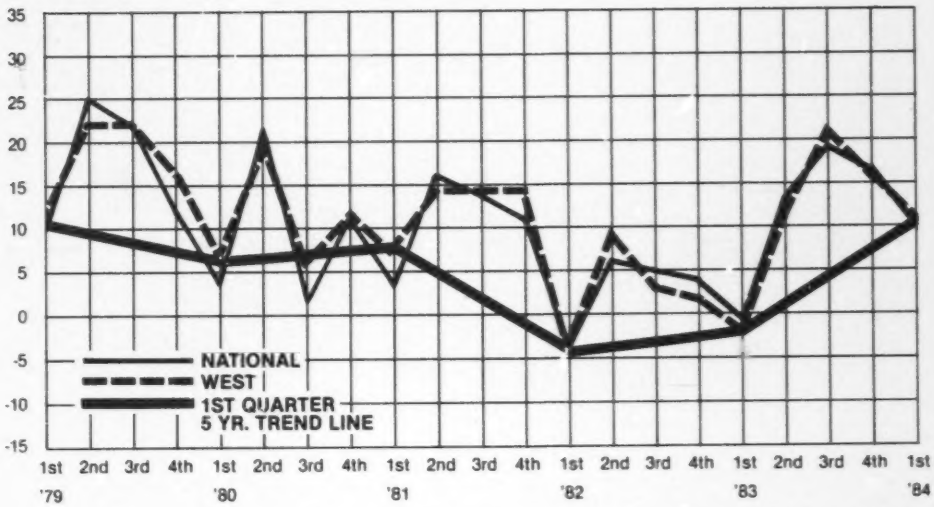
Other sectors anticipating improved hiring activity are services, finance/insurance/real estate, transportation and public utilities, education, public administration, and mining. No sectors anticipate more cutbacks than staff additions.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	32	59	6	3
Construction	30	53	14	3
Manufacturing—Durable Goods	31	58	7	4
Manufacturing—Non-durable Goods	21	70	8	1
Transportation & Public Utilities	23	66	8	3
Wholesale & Retail Trade	23	59	16	2
Finance, Insurance & Real Estate	24	69	6	1
Education—Public & Private	13	83	3	1
Services	29	62	7	2
Public Administration	23	65	9	3
All Industries	25	64	9	2

West

Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Western hiring activity is expected to be slightly ahead of that reported nationally during the first quarter of 1984. Current survey results are the best for a first quarter in the past five years.

All employment sectors of this region report more plans to hire additional staff than expect staff reductions. Even sectors which traditionally anticipate seasonal cutbacks post survey results which are much better than in previous years. Wholesale/retail merchants report hiring strength for the first quarter to be the best for like quarters in the eight-year history of the survey. Construction employers also plan an improved job outlook with hiring expected to be the best for a first quarter in the past five years.

Public administrators anticipate a dramatic increase in hiring expectations compared to one year ago. At that time, slightly more employers expected staff cutbacks, but this year, more than three times as many plan to add workers than cut back.

Manufacturers of both durable and non-durable goods also report many more job prospects than one year ago. Durable goods manufacturers anticipate hiring activity for the first quarter of 1984 to be the strongest for like quarters in the past seven years.

Hiring activity is also expected to be better than in previous years for the transportation and public utilities sector, education and mining. Only the finance/insurance/real estate sector reports fewer job prospects this quarter than last year at this time.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	13	81	0	6
Construction	21	61	14	4
Manufacturing—Durable Goods	37	49	12	2
Manufacturing—Non-durable Goods	29	64	7	0
Transportation & Public Utilities	26	58	14	2
Wholesale & Retail Trade	22	56	19	3
Finance, Insurance & Real Estate	17	72	8	3
Education—Public & Private	9	79	9	3
Services	19	68	11	2
Public Administration	28	62	9	1
All Industries	23	63	12	2

MANPOWER®
TEMPORARY SERVICES
International Headquarters
5301 N. Ironwood Road, Milwaukee, WI 53217

The quarterly Employment Outlook Survey is conducted as a public service of Manpower, Inc. The survey was designed and is administered by Manpower's International Research Department, utilizing a statistically representative sample of more than 10,900 large public and private employers from among ten industrial sectors in 346 U.S. cities.

The first quarter 1984 survey is a measurement of employment plans for the permanent workforce and is based upon interviews conducted with the survey sample immediately prior to December 1, 1983.

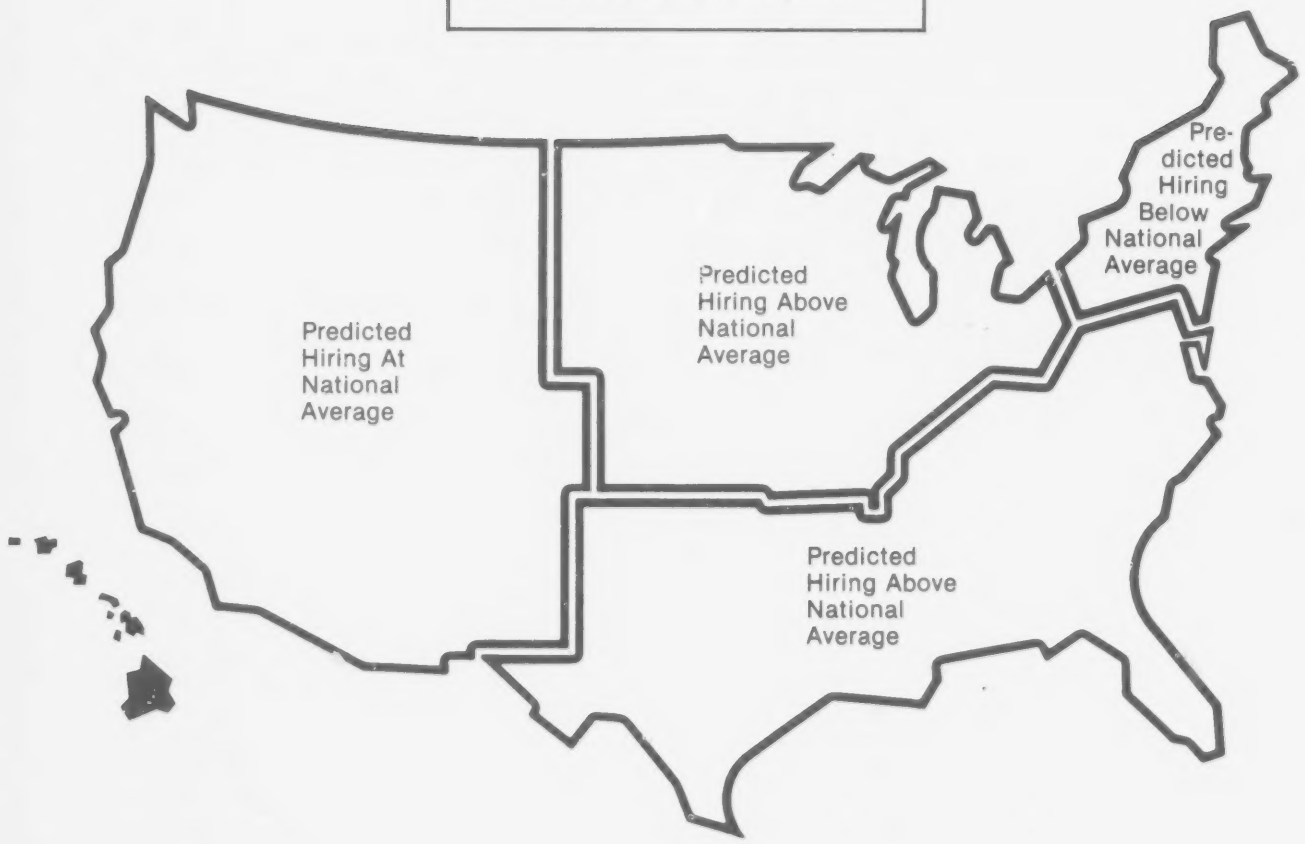
The survey results reflect the intentions of the sample employers interviewed. Some of these intentions may change unexpectedly upon the conclusion of the survey.

B5215-1 A

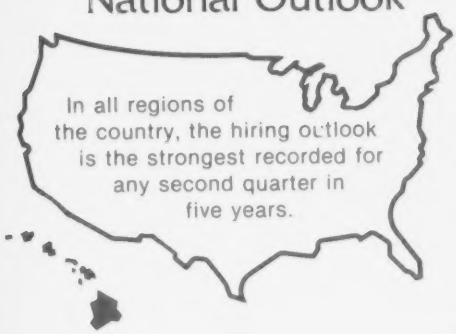
Manpower, Inc. Employment Outlook Survey

Second Quarter
April, May, June
1984

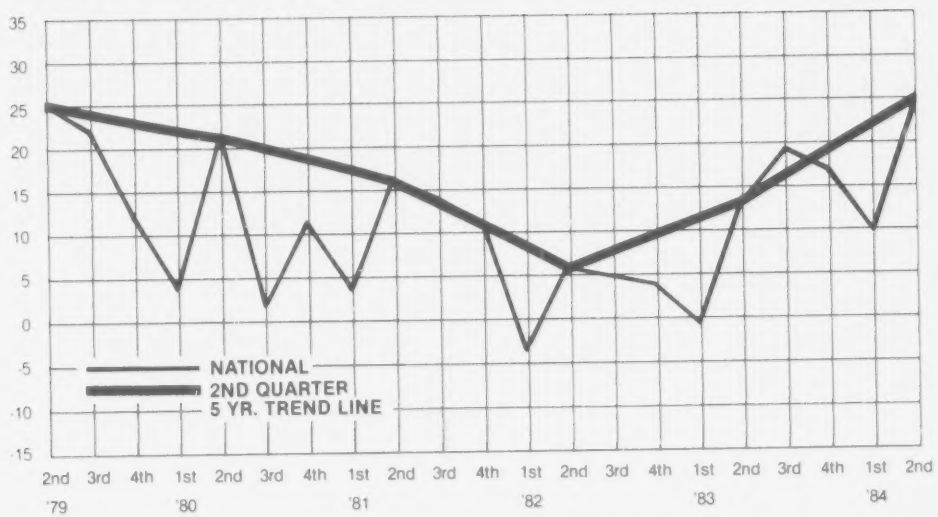
In all regions of the country, the hiring outlook is the strongest recorded for any second quarter in five years.


Predicted Hiring At National Average
Predicted Hiring Above National Average
Predicted Hiring Above National Average
Predicted Hiring Below National Average

National Outlook



MEASURE OF HIRING EXPECTATIONS*



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

* The Measure of Hiring Expectations is the difference between the percentage of employers predicting staff increases and those planning to decrease hiring activity.

A sharply rising employment trend is foreseen for the next three months, according to the Employment Outlook Survey.

The poll of more than 11,400 U.S. firms in 350 cities indicates that 30% intend to increase staff during the quarter ahead. The figure is the highest projection recorded by the quarterly survey in five years. An equally significant finding is that only 5% of U.S. employers plan cutbacks in the next three months, the lowest percentage ever recorded by the survey.

Compared to a year ago, hiring expectations are up significantly in all ten industry categories. The most notable increases are projected by durable goods and non-durable goods manufacturers and by construction employers. The wholesale and retail trade, finance, insurance and real estate, education, and public administration sectors also report hiring intentions that are the best for the second quarter in five years.

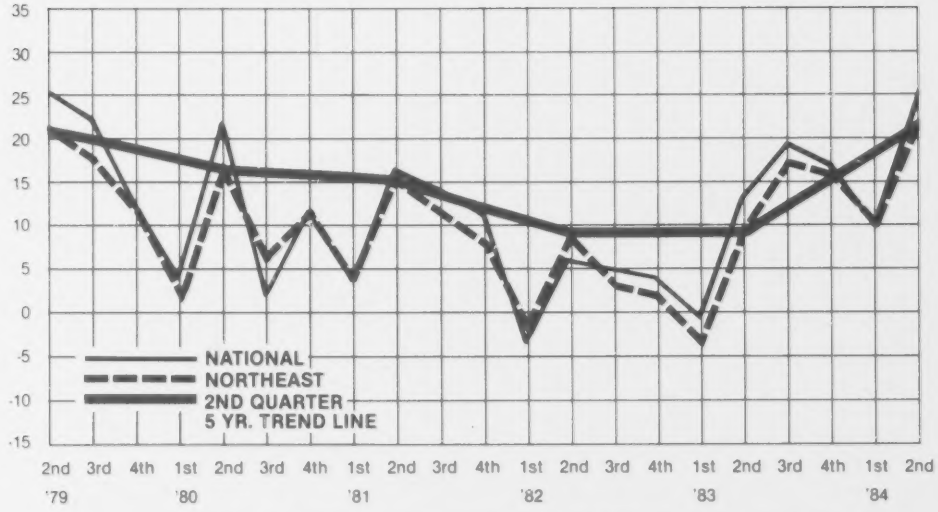
The hiring outlook is also consistently strong in all regions of the country. Employers everywhere anticipate sharply improved hiring activity compared to last quarter and the second quarter of 1983, with Southern states showing slightly higher figures than the national average and the Midwest rebounding to levels matching those of the most optimistic areas. Although the employment outlook in the Northeast is less optimistic than in other regions of the country, job seekers there, too, will see an improved job climate — the best reported for the region in five years.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	23	69	5	3
Construction	45	49	4	2
Manufacturing—Durable Goods	37	54	5	4
Manufacturing—Non-durable Goods	30	63	5	2
Transportation & Public Utilities	25	66	6	3
Wholesale & Retail Trade	32	62	4	2
Finance, Insurance & Real Estate	27	63	7	3
Education—Public & Private	12	81	5	2
Services	29	63	6	2
Public Administration	23	68	7	2
All Industries	30	63	5	2

Northeast

Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Although survey results are slightly less optimistic in the Northeast than in other regions of the country, the outlook is still the area's best in six years.

Compared with 1983, hiring expectations are up significantly in all industry categories, and are higher in the services sector than at any time in the survey's eight-year history.

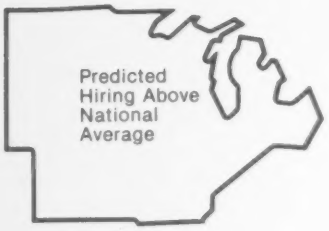
Predicted hiring by construction employers far exceeds seasonal expectations, and is the highest reported in the Northeast since 1978. The employment outlook in the finance, insurance and real estate sector is also above the national average.

Anticipated staff increases by durable and non-durable goods manufacturers, public administrators, and employers in the transportation and public utilities sector are all at levels above any second quarter since 1979.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	42	49	7	2
Manufacturing—Durable Goods	32	59	5	4
Manufacturing—Non-durable Goods	27	65	5	3
Transportation & Public Utilities	22	68	6	4
Wholesale & Retail Trade	27	65	5	3
Finance, Insurance & Real Estate	27	64	5	4
Education—Public & Private	11	83	4	2
Services	29	63	5	3
Public Administration	16	77	4	3
All Industries	27	65	5	3

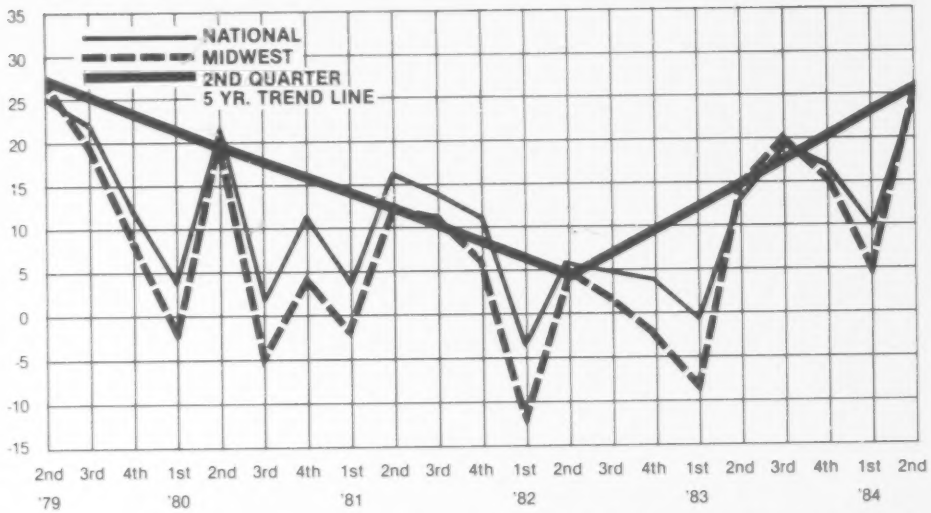
* The size of the mining industry's responding sample does not permit a hiring trend forecast.

Midwest



Illinois	Missouri
Indiana	Nebraska
Iowa	North Dakota
Kansas	Ohio
Michigan	South Dakota
Minnesota	Wisconsin

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

The most dramatic upswing in the employment outlook is seen in the Midwest. In every category fewer employers expect cutbacks, and almost all plan more hiring than a year ago.

Led by the construction industry, hiring expectations are up across the board compared to one year ago. Expected employment levels in the construction industry are higher in the Midwest than anywhere else in the country, with more than half the employers polled reporting intentions to hire.

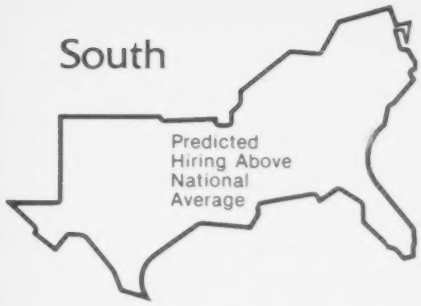
Substantial staff increases are also expected by manufacturers of durable and non-durable goods, with the non-durable goods sector predicting the biggest gain in eight years.

In four other categories — wholesale/retail trade, finance/insurance/real estate, education, and public administration — survey results are the most optimistic since the second quarter of 1979.

Only in the relatively stable services sector is the employment outlook less positive than a year ago.

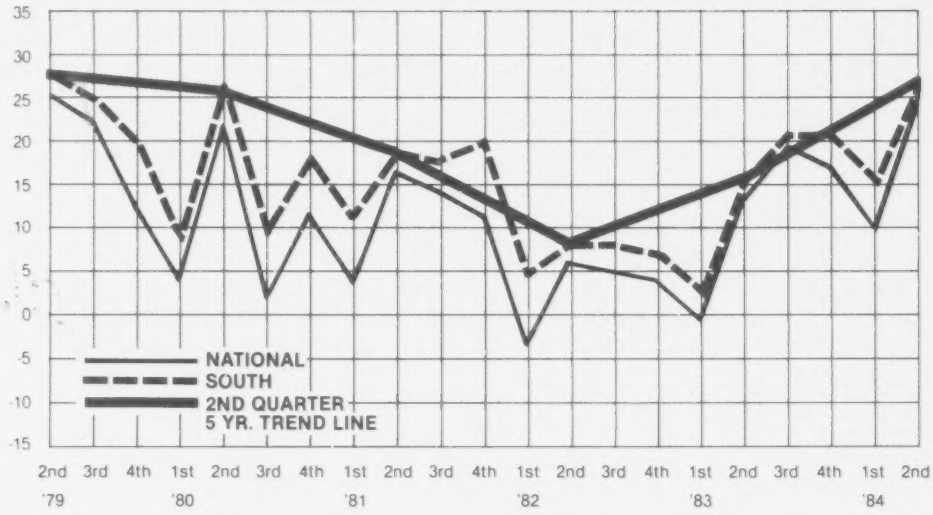
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	52	41	4	3
Manufacturing—Durable Goods	37	55	5	3
Manufacturing—Non-durable Goods	31	63	5	1
Transportation & Public Utilities	22	70	6	2
Wholesale & Retail Trade	33	61	4	2
Finance, Insurance & Real Estate	27	67	5	1
Education—Public & Private	12	81	6	1
Services	25	66	7	2
Public Administration	23	67	7	3
All Industries	31	62	5	2

*The size of the mining industry's responding sample does not permit a hiring trend forecast.



Alabama
Arkansas
Delaware
District of Columbia
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia
West Virginia

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Employment opportunities next quarter will continue to be better in the South than anywhere else in the country. Almost one-third of all employers polled predict increased hiring.

More job prospects are foreseen in the South than in any other region by manufacturers of durable and non-durable goods, educational institutions, and employers in the transportation/public utilities and finance/insurance/real estate sectors. In all five categories, the number of employers planning staff increases is higher than a year ago.

The outlook in the durable goods category is particularly bullish. Only once before, in the second quarter of 1978, have so many manufacturers indicated hiring intentions.

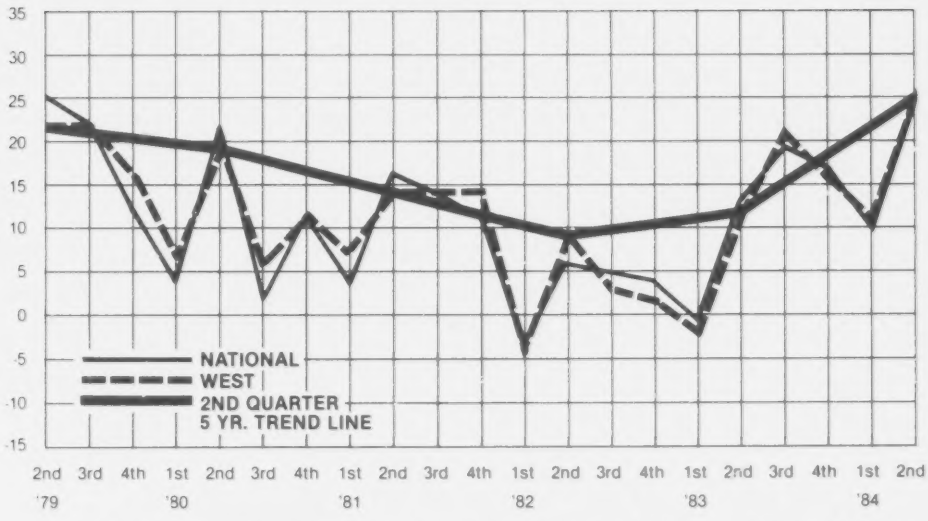
The employment outlook is also bright in the services and public administration sectors, where hiring increases above the national average are anticipated.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	23	70	2	5
Construction	45	47	5	3
Manufacturing—Durable Goods	42	49	6	3
Manufacturing—Non-durable Goods	32	62	5	1
Transportation & Public Utilities	28	65	5	2
Wholesale & Retail Trade	32	61	5	2
Finance, Insurance & Real Estate	30	59	7	4
Education—Public & Private	14	81	4	1
Services	29	64	5	2
Public Administration	24	69	6	1
All Industries	32	61	5	2

West

Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Mirroring the national outlook, hiring expectations in the West are sharply better than a year ago in all ten industry categories. In every sector but one, mining, the second quarter 1984 results show the highest anticipated employment levels in at least four years.

Job prospects in both the services and wholesale/retail trade sectors are particularly strong, and represent the highest levels reported in any region of the country. Not since the second quarter of 1978 have employers in these categories reported such bullish hiring intentions.

Also noteworthy are the staff increases predicted by educational institutions. The gains are the first recorded for a second quarter in four years, and the most optimistic in seven years.

Public administrators are similarly optimistic. The outlook for this sector is better than in any other region of the country, and the best in the West in seven years.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	29	57	14	0
Construction	35	60	3	2
Manufacturing—Durable Goods	36	52	6	6
Manufacturing—Non-durable Goods	29	62	6	3
Transportation & Public Utilities	26	62	9	3
Wholesale & Retail Trade	34	59	4	3
Finance, Insurance & Real Estate	25	65	7	3
Education—Public & Private	13	76	7	4
Services	32	60	5	3
Public Administration	28	65	4	3
All Industries	30	62	5	3

MANPOWER®
TEMPORARY SERVICES
international Headquarters
5301 N. Ironwood Road, Milwaukee, WI 53217

The quarterly Employment Outlook Survey is conducted as a public service of Manpower, Inc. The survey was designed and is administered by Manpower's International Research Department, utilizing a statistically representative sample of more than 11,400 large public and private employers from among ten industrial sectors in 350 U.S. cities.

The second quarter 1984 survey is a measurement of employment plans for the permanent workforce and is based upon interviews conducted with the survey sample immediately prior to March 1, 1984.

The survey results reflect the intentions of the sample employers interviewed. Some of these intentions may change unexpectedly upon the conclusion of the survey.

EMPLOYMENT OUTLOOK SURVEY: Second Quarter 1984
Manpower, Inc.

SUMMARY OF RESULTS

The following table shows the percentage of over 11,400 employers in 350 U.S. cities who plan to increase or decrease the size of their workforce during the second quarter of 1984 (April, May June), with comparisons for the second quarter of 1983 and first quarter, 1984.

	% Planning Increase			% Planning Decrease		
	2nd Qtr. '84	2nd Qtr. '83	1st Qtr. '84	2nd Qtr. '84	2nd Qtr. '83	1st Qtr. '84
National	30	21	22	5	8	12
South	32	23	25	5	7	9
Midwest	31	23	19	5	8	14
West	30	23	23	5	11	12
Northeast	27	17	21	5	8	11

National — The job outlook for the 2nd quarter of 1984 is the best reported for any comparable quarter since 1978. Significantly, only 5% of employers plan to reduce their workforce next quarter--the lowest percentage ever recorded by the survey.

South — Employment opportunities next quarter will continue to be somewhat better in the South than elsewhere; almost one-third of all employers polled predict increased hiring. The outlook in the durable goods category is particularly bullish, with excellent job prospects also in the non-durable goods, education, transportation/public utilities, and finance sectors.

West — In every sector but one--mining--the 2nd quarter results show the highest anticipated employment levels in at least four years. Hiring expectations are sharply better than a year ago in all ten industry categories, with job prospects strongest in services, education, and wholesale/retail sectors.

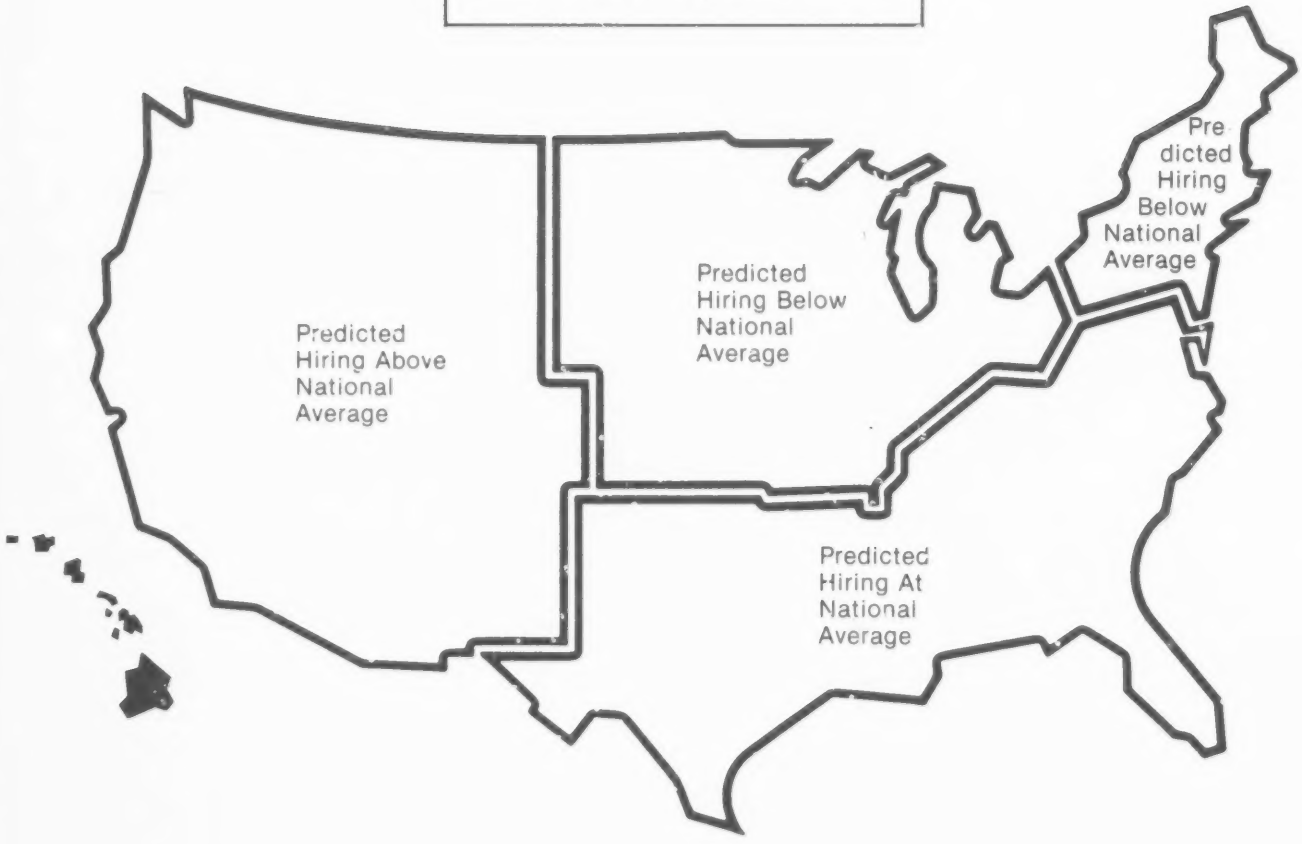
Midwest — The most dramatic upswing in the employment outlook is seen here, with more employers planning hiring and fewer planning cutbacks than a year ago in every category. Construction hiring in particular is expected to rebound strongly, with 52% of employers reporting hiring intentions.

Northeast — Northeastern employers predict the strongest hiring intentions for any 2nd quarter in the past six years. Compared with 1983, hiring expectations are up significantly in all industry categories, and are higher in the services sector than at any time in the survey's history.

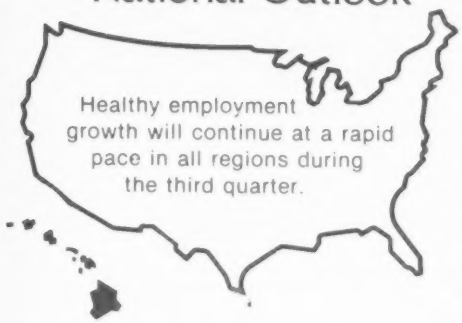
Manpower, Inc. Employment Outlook Survey

Third Quarter
July, August, September
1984

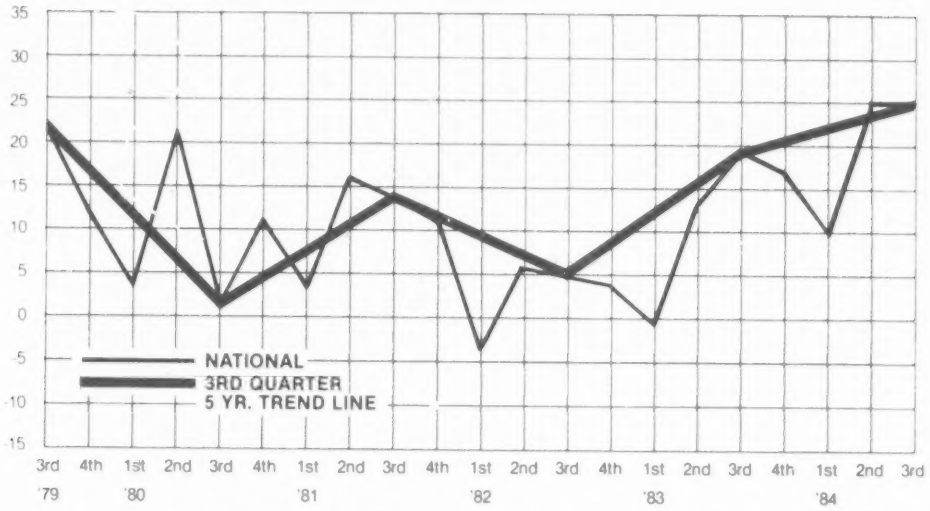
Healthy employment growth will continue at a rapid pace in all regions during the third quarter.


Predicted Hiring Above National Average
Predicted Hiring Below National Average
Predicted Hiring At National Average
Predicted Hiring Below National Average

National Outlook



MEASURE OF HIRING EXPECTATIONS*



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

*The Measure of Hiring Expectations is the difference between the percentage of employers predicting staff increases and those planning to decrease hiring activity.

Continuing growth in employment for the third quarter of 1984 is the conclusion of the Manpower Employment Outlook Survey after more than 11,700 interviews in over 350 cities.

Following the strongest quarterly outlook in five years, the forecast continues to be very bright, although Construction and Manufacturing employers share in the continuing strength to a slightly lesser degree. Seasonal increases are expected in the Wholesale/Retail and Education sectors.

The overall number of firms still seeking additional workers is unusual considering the strength of the previous quarter. However, when compared to the third quarters of the past two years, it is apparent that employee lists had been depleted by the recession and substantial increases were needed to accommodate the recovery that has occurred. A total of 31% of companies responding to the survey still plan additions, while a significantly low 6% expect staff cutbacks.

The current hiring projections are among the highest recorded in the 8-year history of the survey and provide a strong indication that the present economic expansion will continue through the summer and early fall.

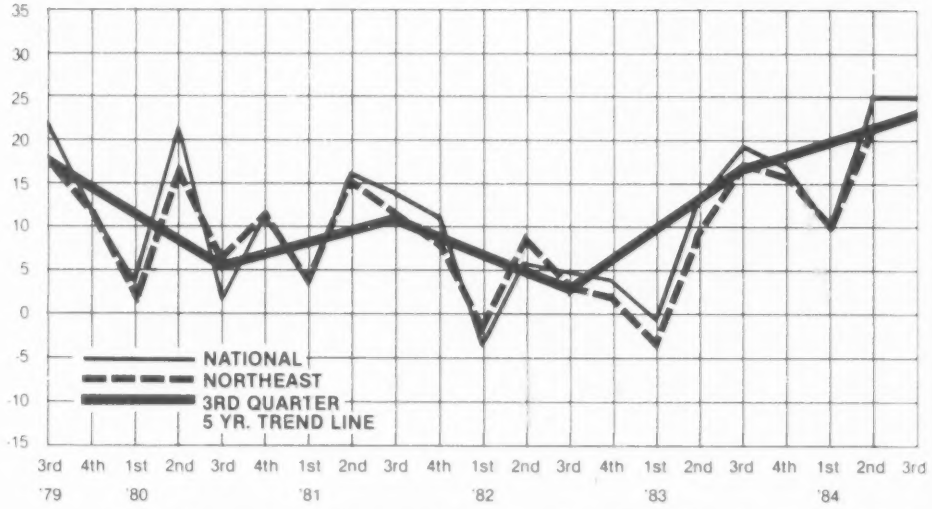
Regionally, the outlook in the Midwest and West, emerging from the recession at a deliberate pace, shows continuing strength. In Southern states, where earlier outlooks were particularly strong, the expansion rate is expected to equal the national average. The Northeast, while somewhat more positive than last quarter, remains a bit below the national average.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	25	63	6	6
Construction	44	48	5	3
Manufacturing—Durable Goods	34	57	6	3
Manufacturing—Non-durable Goods	28	65	5	2
Transportation & Public Utilities	25	66	6	3
Wholesale & Retail Trade	33	61	4	2
Finance, Insurance & Real Estate	27	64	7	2
Education—Public & Private	20	68	10	2
Services	29	61	7	3
Public Administration	26	64	7	3
All Industries	31	60	6	3

Northeast

Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

MEASURE OF HIRING EXPECTATIONS



Note The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Buoyed by a seasonal peak in the Construction industry and among Wholesale/Retail firms, Northeastern employers continue to foresee a very favorable hiring outlook that approaches the national average. Not since the middle of 1978 has the picture been so bright in this region.

Less favorable pictures are forecast by Non-Durable Goods Manufacturers and in the Services sector, where outlooks are improved from last year, but not up to the brisk pace of last quarter. The Education field shows markedly less propensity to trim employment. The 14% of schools planning to increase staff is not unusually high, but the 7% predicting decreases is the lowest for a third quarter in the survey's history. This trend has existed throughout 1984.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	40	49	6	5
Manufacturing—Durable Goods	31	58	6	5
Manufacturing—Non-durable Goods	24	66	7	3
Transportation & Public Utilities	24	66	6	4
Wholesale & Retail Trade	33	61	3	3
Finance, Insurance & Real Estate	27	61	6	6
Education—Public & Private	14	77	7	2
Services	27	62	7	4
Public Administration	20	71	8	1
All Industries	28	63	5	4

* The size of the mining industry's responding sample does not permit a hiring trend forecast.

EMPLOYMENT OUTLOOK SURVEY: Third Quarter 1984
Manpower, Inc.

SUMMARY OF RESULTS

The following table shows the percentage of over 11,700 employers in 354 U.S. cities who plan to increase or decrease the size of their workforce during the third quarter of 1984 (July, August, September), with comparisons for the third quarter of 1983 and second quarter, 1984.

	% Planning Increase			% Planning Decrease		
	3rd Qtr. '84	3rd Qtr. '83	2nd Qtr. '84	3rd Qtr. '84	3rd Qtr. '83	2nd Qtr. '84
National	31	27	30	6	8	5
West	34	30	30	6	9	5
Midwest	31	26	31	7	6	5
South	31	28	32	6	7	5
Northeast	28	24	27	5	7	5

National — Employment in the third quarter will continue to grow at the rapid pace set earlier this year. Most industries maintain a healthy hiring outlook, but a cautionary pause seems present in the hiring plans of Durable Goods Manufacturers and Construction firms.

West — Not since 1978 has the West anticipated so positive a hiring outlook. Wholesale/Retail firms and Durable Goods Manufacturers expect the most job opportunities. Prospects are a bit weaker than last quarter in Non-Durable Goods Manufacturing. Services employers are a notch ahead of last quarter and last year.

Midwest — Non-Durable Goods Manufacturers, Construction companies and particularly Wholesale/Retail firms exceed seasonal hiring expectations, providing the Midwest with a bright picture. Other industries should maintain employment at or near present levels.

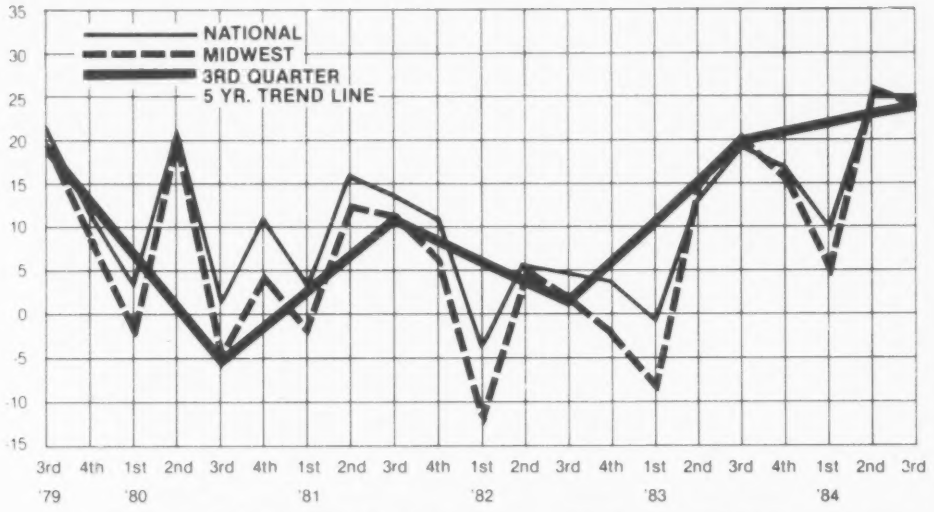
South — The outlook for Southern employment continues to be positive, although down slightly from last quarter. Educational institutions seem to be reaching their hiring peak a bit early this year. The Construction industry reflects seasonal optimism. Most noticeable decline is in the forecast for Services Firms.

Northeast — Buoyed by a seasonal peak in Construction and among Wholesale/Retail firms, Northeastern employers continue to foresee a very favorable hiring outlook that approaches the national average. Not since mid-1978 has the picture been so optimistic in this region.

Midwest

Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Although appearing to have an outlook similar to last quarter, the picture in the Midwest is much brighter than it appears, since several key employment sectors exceed their normal third quarter seasonal positions.

The Construction industry, for example, is customarily active at this season, but this is one of the most optimistic third quarters for construction employment in the survey's 8-year history. The same is true for Non-Durable Goods Manufacturers. Wholesale/Retail firms foresee employment levels that significantly exceed seasonal trends. Even the Education sector, which normally shows employment declines in the third quarter in the Midwest, is now slightly positive for the first time, although still somewhat below the level of last quarter.

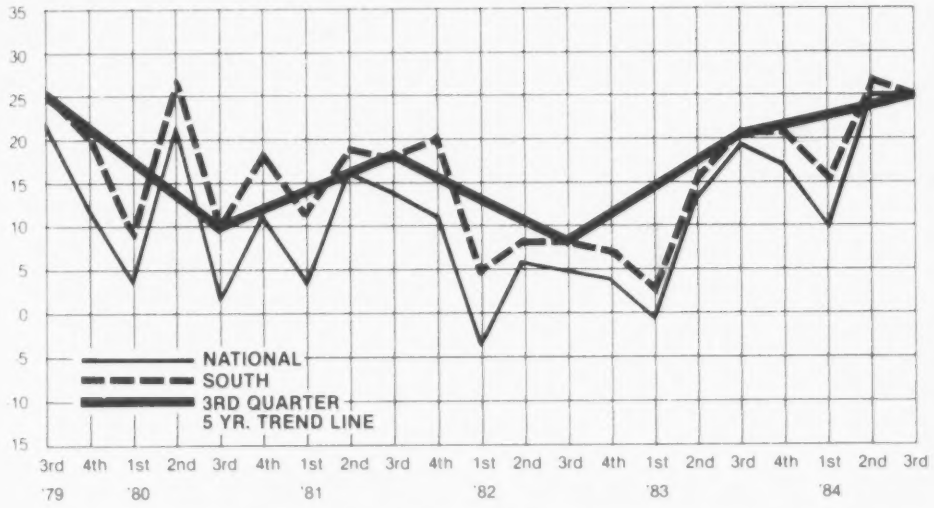
Jobs in Public Administration, however, will be down significantly from last quarter. Opportunities in the Services sector, Finance/Insurance/Real Estate and in the Transportation/Public Utilities sector will remain at last quarter's level.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	51	43	5	1
Manufacturing—Durable Goods	35	56	7	2
Manufacturing—Non-durable Goods	32	62	4	2
Transportation & Public Utilities	25	65	9	1
Wholesale & Retail Trade	32	63	4	1
Finance, Insurance & Real Estate	26	67	6	1
Education—Public & Private	17	67	15	1
Services	28	62	9	1
Public Administration	19	70	8	3
All Industries	31	61	7	1

* The size of the mining industry's responding sample does not permit a hiring trend forecast.

Alabama
Arkansas
Delaware
District of Columbia
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia
West Virginia

MEASURE OF HIRING EXPECTATIONS



Note The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

The outlook for Southern employment continues to be positive. Although down slightly from last quarter, the survey nonetheless reflects the most optimistic third quarter view in 6 years. Economic growth stalled less severely in the South during the recession, so there is less opportunity for the dramatic rebound experienced in some other areas.

Strong industries in the coming quarter include the Construction industry, which reflects seasonal improvement, and Durable Goods Manufacturers, who expect employment increases to reach the highest levels of any past third quarter. Public Administration employers anticipate more hiring than in recent quarters and Public and Private Educational Institutions appear to be reaching the peak of their hiring cycle a bit early this year.

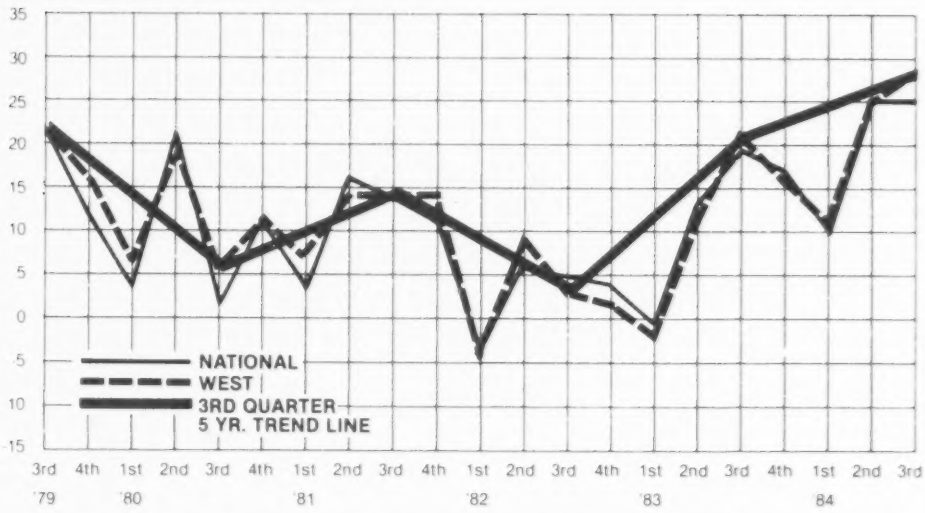
Service industries, on the other hand, anticipate a decline in employment growth from last quarter and last year.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	22	67	4	7
Construction	44	50	4	2
Manufacturing — Durable Goods	36	58	4	2
Manufacturing — Non-durable Goods	29	64	6	1
Transportation & Public Utilities	27	66	4	3
Wholesale & Retail Trade	33	60	5	2
Finance, Insurance & Real Estate	29	65	5	1
Education — Public & Private	24	69	5	2
Services	28	61	8	3
Public Administration	29	61	6	4
All Industries	31	61	6	2

West

Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Prospects for employment improvement are somewhat better for the coming quarter than in the prior quarter.

The number of construction jobs, though still growing, should not reach the level of last quarter. Durable Goods Manufacturers and Wholesale/Retail firms must go back to mid-1978 to find as optimistic a quarter as the coming three months. Non-Durable Goods Manufacturers, however, report opportunities sliding slightly from earlier 1984 periods and from the third quarter of 1983. Educational Institutions, which have not experienced positive job opportunities in recent years, are now in the midst of their most optimistic year since 1977. Service employers are a notch ahead of last quarter and last year, while the picture for Public Administration is much more positive.

Not since mid-1978 has the Western area experienced so positive an outlook for any three-month period.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	27	52	14	7
Construction	33	54	10	3
Manufacturing—Durable Goods	37	53	5	5
Manufacturing—Non-durable Goods	29	59	8	4
Transportation & Public Utilities	26	63	6	5
Wholesale & Retail Trade	38	55	4	3
Finance, Insurance & Real Estate	25	63	10	2
Education—Public & Private	23	60	11	6
Services	35	56	5	4
Public Administration	35	56	4	5
All Industries	34	56	6	4

MANPOWER
TEMPORARY SERVICES
International Headquarters
5301 N. Ironwood Road, Milwaukee, WI 53217

The quarterly Employment Outlook Survey is conducted as a public service of Manpower, Inc. The survey was designed and is administered by Manpower's International Research Department, utilizing a statistically representative sample of more than 11,700 large public and private employers from among ten industrial sectors in 354 U.S. cities.

The third quarter 1984 survey is a measurement of employment plans for the permanent workforce and is based upon interviews conducted with the survey sample immediately prior to June 1, 1984.

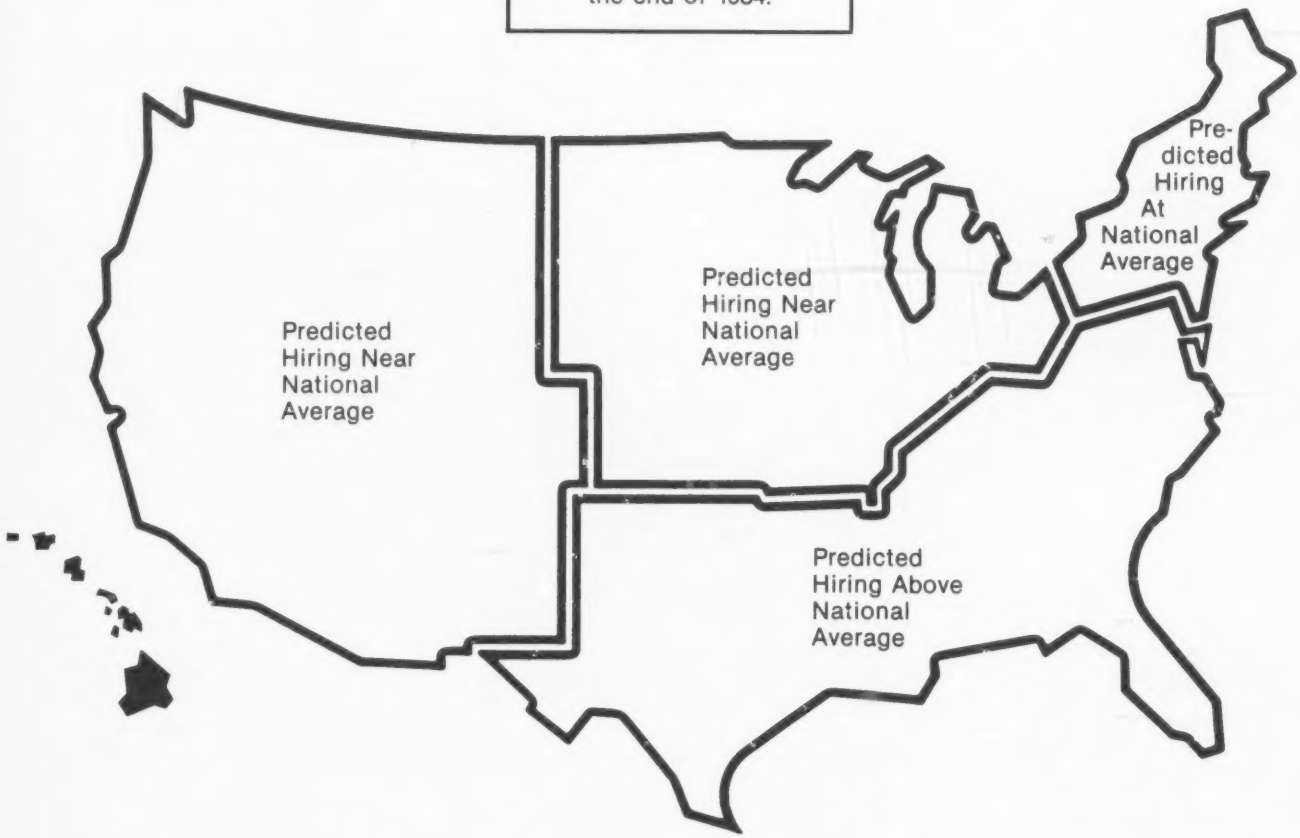
The survey results reflect the intentions of the sample employers interviewed. Some of these intentions may change unexpectedly upon the conclusion of the survey.

B5275-1

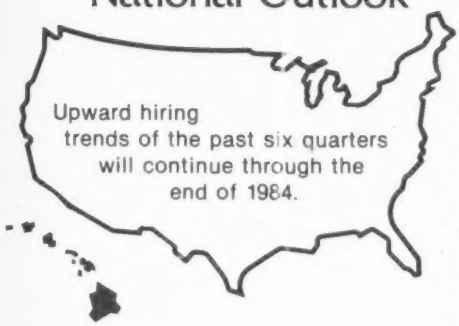
Manpower, Inc. Employment Outlook Survey

Fourth Quarter
October, November, December
1984

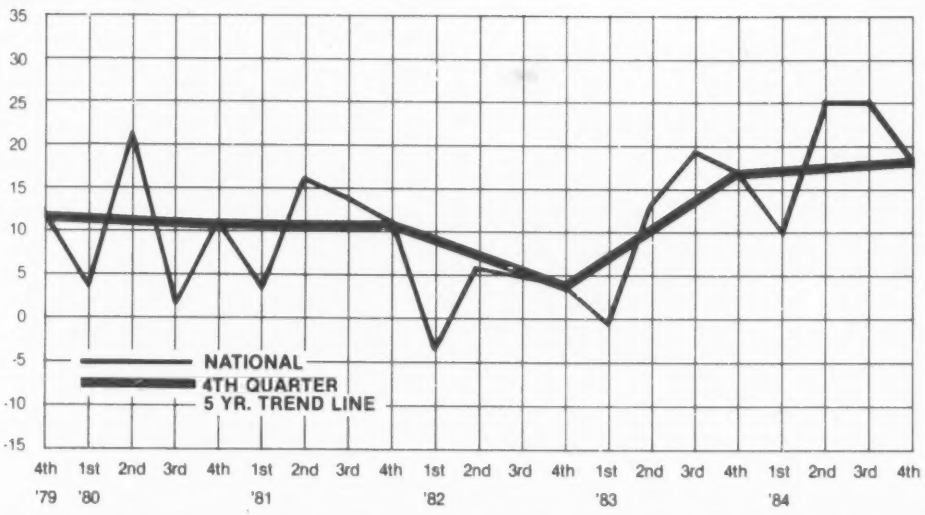
Upward hiring trends of the past six quarters will continue through the end of 1984.


Predicted Hiring Near National Average
Predicted Hiring Near National Average
Predicted Hiring At National Average
Predicted Hiring Above National Average

National Outlook



MEASURE OF HIRING EXPECTATIONS*



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

*The Measure of Hiring Expectations is the difference between the percentage of employers predicting staff increases and those planning to decrease hiring activity.

The nation's business firms will continue to expand their workforce at an above-average pace during the fourth quarter, according to the latest Manpower, Inc. Employment Outlook Survey.

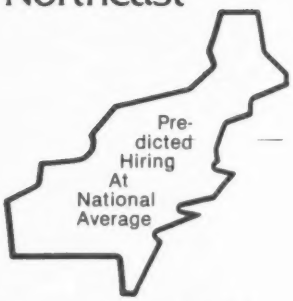
The survey of 11,700 U.S. firms indicates that 26% of all firms intend to hire more people in the quarter ahead while only 8% of the firms will reduce their workforce. The 26% figure is exactly the same as that of one year ago but down from the 30% hiring factors present in the past two quarters. Another 63% see no change in present levels and 3% are not sure of fourth quarter plans.

The thrust is less robust than in the spring and summer quarters of this year but nevertheless indicates a continuation of the upward hiring trends of the past six quarters. The staff reduction figure of 8% is the lowest ever recorded for a fourth quarter in the nine-year history of the survey.

Following a period of very active hiring in the first three quarters of this year, there is a visible pause taking place right now as the summer period ends but no indication that the hiring recovery has stopped. On balance, the net quarter hiring strength as evidenced by the survey is as strong as has been seen since 1978 and should continue.

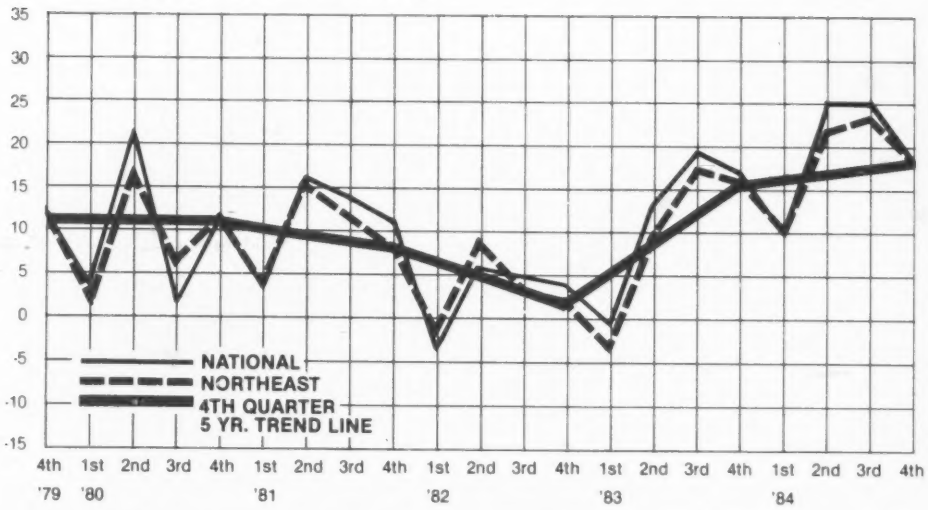
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	24	66	9	1
Construction	23	59	15	3
Manufacturing—Durable Goods	27	60	9	4
Manufacturing—Non-durable Goods	25	63	8	4
Transportation & Public Utilities	20	69	8	3
Wholesale & Retail Trade	35	54	8	3
Finance, Insurance & Real Estate	22	67	8	3
Education—Public & Private	25	66	5	4
Services	23	65	9	3
Public Administration	23	65	9	3
All Industries	26	63	8	3

Northeast



Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

The outlook in the Northeast closely approximates the national average, as the area turned in its most optimistic fourth quarter outlook since 1978. Wholesale-Retail trades, riding the crest of a seasonal high, will match the highly favorable plans of a year ago. Finance, Insurance and Real Estate jobs will continue to be plentiful, at least until year-end. This industry has shown continuing strength in the Northeast area in recent years. The picture is substantially brighter among Public and Private Educators and Public Administration employers continue to show plans to add staff, even at the end of a steadily optimistic year.

Durable Goods Manufacturing shows a gradually slowing pace, as hiring plans are a notch below last quarter and last year. Among Non-Durable Goods Manufacturers, the trend lags behind last quarter, but is a bit ahead of the fourth quarter last year.

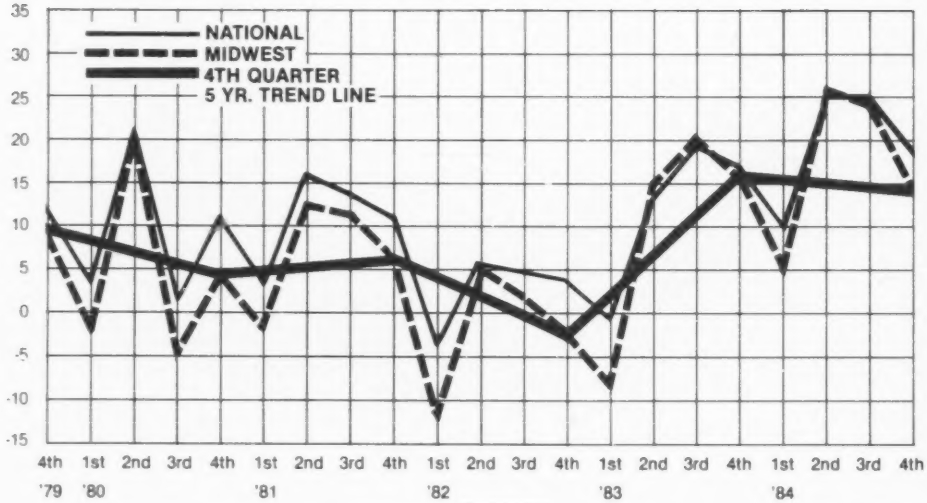
Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	20	66	12	2
Manufacturing—Durable Goods	26	60	9	5
Manufacturing—Non-durable Goods	23	65	6	6
Transportation & Public Utilities	17	68	8	7
Wholesale & Retail Trade	34	54	7	5
Finance, Insurance & Real Estate	27	61	5	7
Education—Public & Private	22	64	2	12
Services	24	63	7	6
Public Administration	18	70	7	5
All Industries	25	62	7	6

* The size of the mining industry's responding sample does not permit a hiring trend forecast.

Midwest

Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

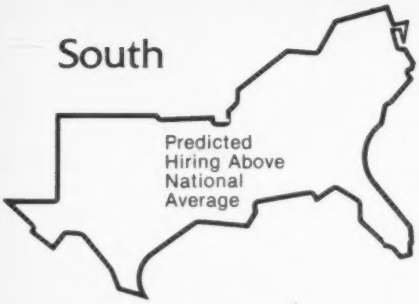
As cold weather takes over, the Midwest suffers a drop in Construction activity, although the drop in jobs this year is not as great as usual. Holiday staffing plans among Wholesale-Retail firms are near the very high level of earlier 1984 quarters. Education workers are in demand in response to a much improved outlook. Service firms and Public Administration, normally sluggish toward year-end, are near their seasonal norms.

Durable Goods Manufacturers are not optimistic. Their hiring plans are below earlier 1984 quarters and last year, but about the same number of producers of Non-Durable Goods will be adding workers as in last year's final quarter. The forecast by Transportation and Public Utilities firms continues a somewhat sluggish trend of recent years.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining*				
Construction	16	66	17	1
Manufacturing—Durable Goods	25	62	10	3
Manufacturing—Non-durable Goods	27	60	11	2
Transportation & Public Utilities	16	74	9	1
Wholesale & Retail Trade	34	56	8	2
Finance, Insurance & Real Estate	22	72	5	1
Education—Public & Private	21	73	5	1
Services	19	68	12	1
Public Administration	17	67	14	2
All Industries	24	64	10	2

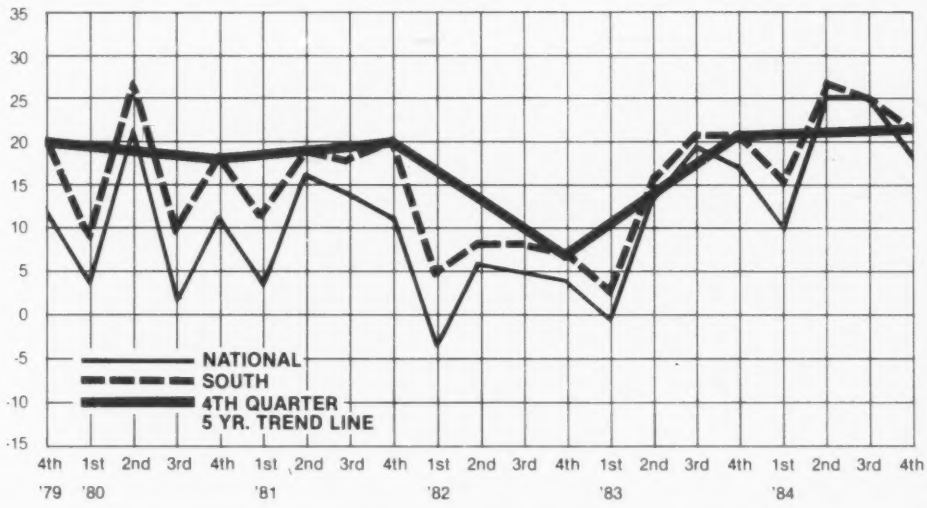
* The size of the mining industry's responding sample does not permit a hiring trend forecast.

South



Alabama
Arkansas
Delaware
District of Columbia
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia
West Virginia

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Once again the South stands a head above other geographic areas, a trend that seems accentuated in the cold weather months.

Both Durable and Non-Durable Goods Manufacturers are down slightly from the quickened pace of early 1984 quarters, but are nonetheless ahead of planned hiring last year.

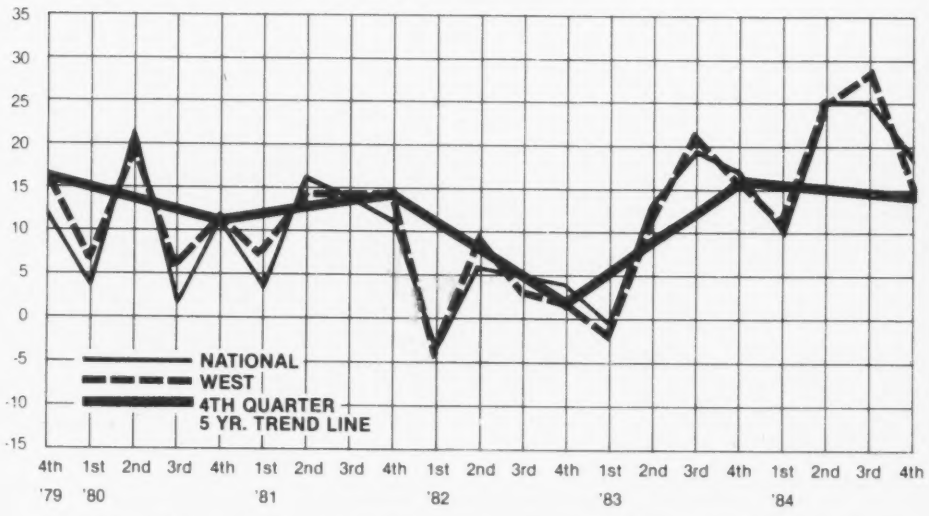
Wholesale-Retail employers are the most aggressive in the nation in their hiring plans. Educational institutions continue the favorable hiring trend established in earlier quarters. Opportunities for Services sector jobs are also better than the national average and Mining companies expect to close a strong year on a highly favorable note, and Public Administration employers continue to foresee staff additions. This trend has increased steadily since mid-1983.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	25	66	9	0
Construction	30	55	13	2
Manufacturing—Durable Goods	31	54	11	4
Manufacturing—Non-durable Goods	25	63	8	4
Transportation & Public Utilities	24	67	7	2
Wholesale & Retail Trade	38	54	5	3
Finance, Insurance & Real Estate	22	68	8	2
Education—Public & Private	29	66	3	2
Services	26	64	8	2
Public Administration	29	60	8	3
All Industries	30	59	8	3

West

Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Hiring patterns in the Western states conform rather closely to those in most other regions. Though positive, the outlook is not exceptional. The picture is dimmed compared not only to last quarter, but to the fourth quarter of last year. Only the fields of Public and Private Education and Public Administration break that pattern.

Plans of Wholesale-Retail firms and Non-Durable Goods Manufacturers are about the same as last year. Sharp declines lie ahead in Durable Goods Manufacturing, Construction, Mining, Transportation and Public Utilities, and Finance, Insurance and Real Estate.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %
Mining	22	61	17	0
Construction	21	52	21	6
Manufacturing—Durable Goods	27	56	10	7
Manufacturing—Non-durable Goods	18	72	7	3
Transportation & Public Utilities	20	68	10	2
Wholesale & Retail Trade	36	51	9	4
Finance, Insurance & Real Estate	15	70	12	3
Education—Public & Private	23	69	5	3
Services	20	65	11	4
Public Administration	24	66	6	4
All Industries	24	62	10	4

MANPOWER
TEMPORARY SERVICES
International Headquarters
5301 N. Ironwood Road, Milwaukee, WI 53217

The quarterly Employment Outlook Survey is conducted as a public service of Manpower, Inc. The survey was designed and is administered by Manpower's International Research Department, utilizing a statistically representative sample of more than 11,700 large public and private employers from among ten industrial sectors in 358 U.S. cities.

The fourth quarter 1984 survey is a measurement of employment plans for the permanent workforce and is based upon interviews conducted with the survey sample immediately prior to September 1, 1984.

The survey results reflect the intentions of the sample employers interviewed. Some of these intentions may change unexpectedly upon the conclusion of the survey.

EMPLOYMENT OUTLOOK SURVEY: Fourth Quarter 1984
Manpower, Inc.

SUMMARY OF RESULTS

The following table shows the percentage of over 11,700 employers in 358 U.S. cities who plan to increase or decrease the size of their workforce during the third quarter of 1984 (October, November, December), with comparisons for the fourth quarter of 1983 and third quarter, 1984.

	% Planning Increase			% Planning Decrease		
	4th Qtr. '84	4th Qtr. '83	3rd Qtr. '84	4th Qtr. '84	4th Qtr. '83	3rd Qtr. '84
National	26	26	31	8	9	6
Northeast	25	25	28	7	9	5
Midwest	24	26	31	10	10	7
South	30	29	31	8	8	6
West	24	25	34	10	9	6

National — The nation's business firms will continue to expand their workforce at an above-average pace during the fourth quarter. The new figures are less robust than those in the spring and summer quarters of this year but nevertheless indicate a continuation of the upward hiring trends of the past six quarters.

Northeast — Best fourth quarter outlook since 1978. Wholesale/Retail employers will match last year's high hiring levels. Finance, Insurance & Real Estate jobs will be plentiful. Much improved picture in Education and Public Administration. Manufacturers will be adding staff at a somewhat slower pace.

Midwest — Sluggish hiring patterns are the rule in the fourth quarter. Wholesale/Retail firms continue the brisk pace of earlier quarters. Construction, Services, and Public Administration are near their seasonal norms. Durable Goods Manufacturers are not optimistic. Their plans are below those of last quarter and last year.

South — Once again, the South leads the nation, a trend accentuated in the cold weather months. Wholesale/Retail, Services, and Education employers are quite optimistic. Mining companies and Public Administration employers continue to add employees, even after strong quarters earlier this year. Manufacturers are down slightly from last year's fourth quarter.

West — The hiring picture is dimmed compared to last quarter and last year-end. Only Education and Public Administration break that pattern. Plans of Wholesale/Retail firms and Non-Durable Goods Manufacturers will remain about the same as last year. Although positive, the pace of new hirings in other industries will decline considerably.